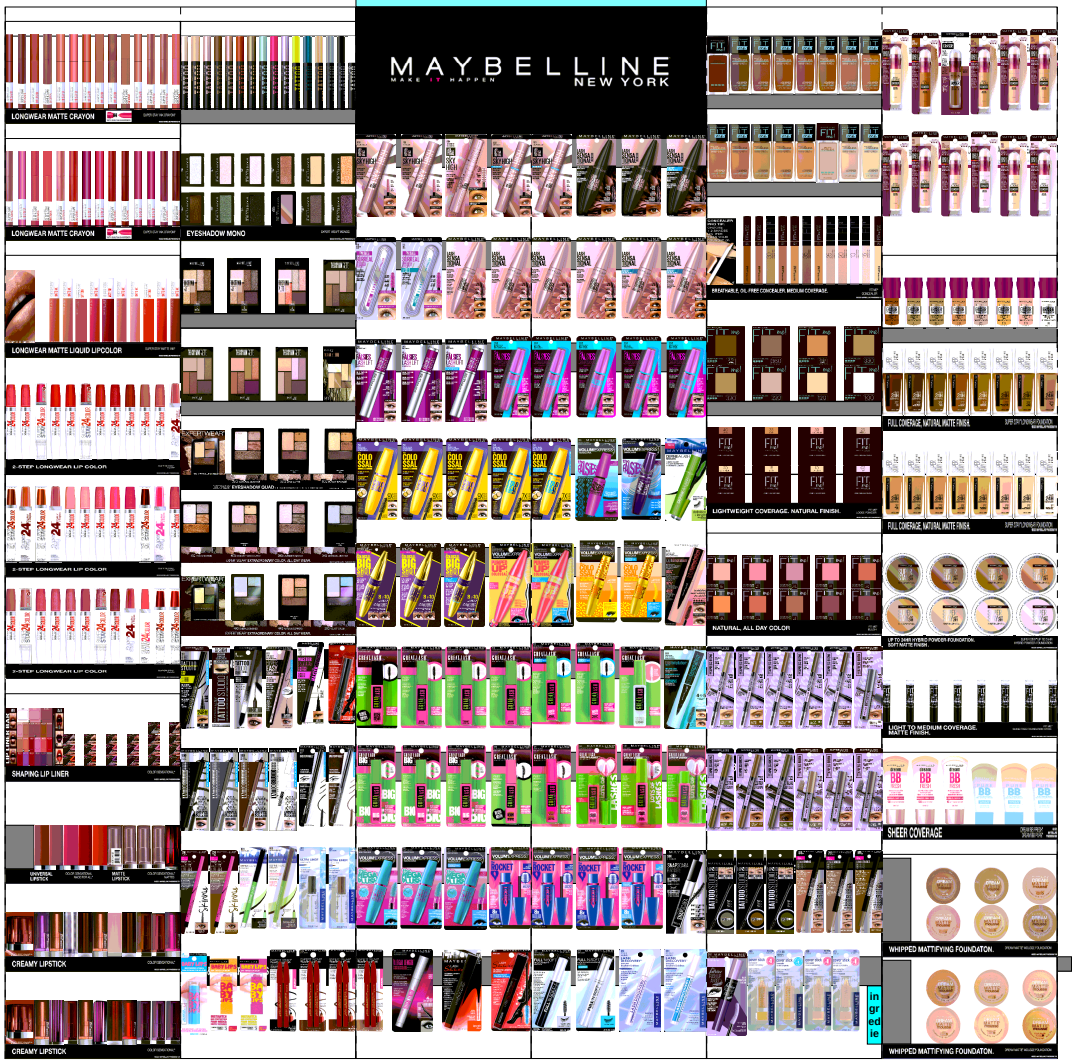
MAYBELLINE NEW YORK

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

POG Name: MNYWAK0672UULH_NOPDQAA_IS24.psa

BACK PANELS 40+30
WALL SPACE=72"
HEADER OFFSET



WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK0672UULHNOPDQAA.IS24

Column: 1 - Row: 1 | Lower Notch: 25 | Fixture Type: TRAYS | Fixture Description: SS INK CRAYON 1.2 **

TRAYS Fixture Re-Order Code: PL2000000410	SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180	SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:	TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043840	UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
2	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
3	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
4	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
5	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
6	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
7	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
8	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
9	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
10	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
11	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
12	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
13	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
14	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Column: 1 - Row: 2 | Lower Notch: 17 | Fixture Type: TRAYS | Fixture Description: SS INK CRAYON 2.2 **

TRAYS Fixture Re-Order Code: PL2000000410	SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180	SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:	TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038712	UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
15	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
16	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
17	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
18	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
19	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
20	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
21	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
22	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
23	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
24	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
25	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
26	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
27	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
28	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 3 | Lower Notch: 9 | Fixture Type: TRAYS | Fixture Description: SS MATTE INK 1.1 **

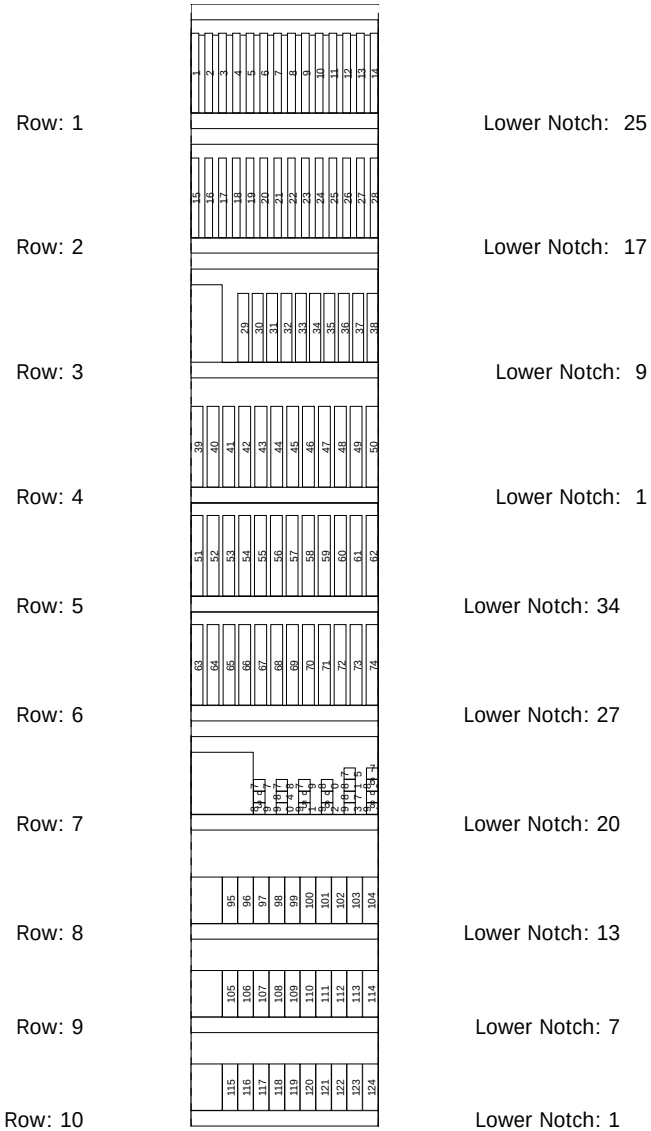
TRAYS Fixture Re-Order Code: PL2000000421	SS Graphic Re-Order Code: PM0000042184
Graphic Re-Order Code: PM0000042179	SS Holder Re-Order Code: PM0000016521
Carrier Tray Graphic Re-Order Code:	TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038713	UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
29	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
30	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
31	1	N/A	041554554502	SUPERSTAY MATTE INK	SELF-STARTER	130	
32	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
33	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
34	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
35	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
36	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
37	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
38	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 1 - Row: 4 | Lower Notch: 1 | Fixture Type: TRAYS | Fixture Description: SS 24HR LIP 1.3 **

TRAYS Fixture Re-Order Code: PL2000000386	SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094	SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:	TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042782	UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
39	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
40	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
41	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
42	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
43	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
44	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
45	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
46	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
47	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
48	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
49	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
50	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	



Column: 1 - Row: 5 | Lower Notch: 34 | Fixture Type: TRAYS | Fixture Description: SS 24HR LIP 2.3 **

TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037938
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
51	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
52	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
53	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
54	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
55	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
56	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
57	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
58	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
59	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
60	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
61	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
62	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 1 - Row: 6 | Lower Notch: 27 | Fixture Type: TRAYS | Fixture Description: SS 24HR LIP 3.3 **

TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037939
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
63	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
64	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
65	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
66	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
67	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
68	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
69	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
70	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
71	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
72	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
73	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
74	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Column: 1 - Row: 7 | Lower Notch: 20 | Fixture Type: TRAYS | Fixture Description: CS LIP LINERS 1.1

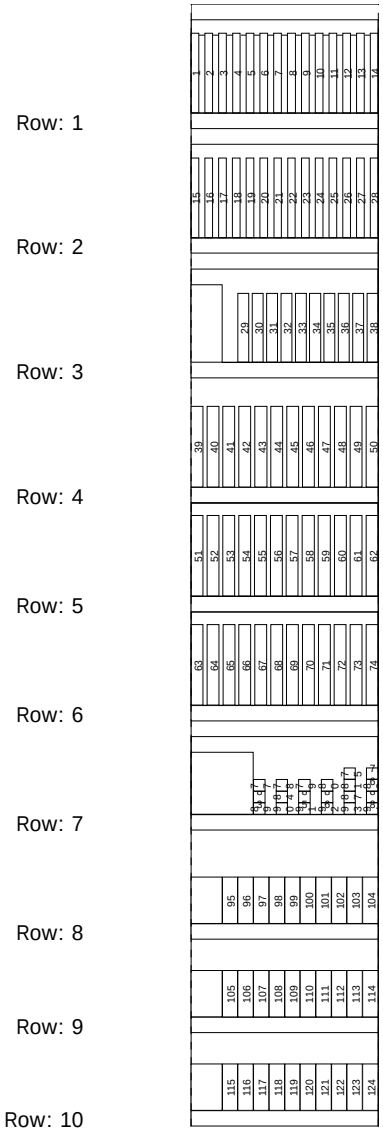
TRAYS Fixture Re-Order Code: PM0000019869
Graphic Re-Order Code: PM0000042084
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000044114
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
TRAYS Fixture Rolled-Up Code: PM0000019869
UPC Blade Code: PM0000021665

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
75	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
76	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
77	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Griege	104	
78	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
79	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
80	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
81	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
82	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
83	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
84	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
85	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
86	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
87	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
88	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
89	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
90	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
91	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
92	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
93	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
94	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 1 - Row: 8 | Lower Notch: 13 | Fixture Type: TRAYS | Fixture Description: CS MFA+MATTES 1.1 RENO **

TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000042751,PM0000042811
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042752,PM0000042753
SS Graphic Re-Order Code: PM0000042813
SS Holder Re-Order Code: PM0000027630
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
95	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
96	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
97	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
98	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
99	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
100	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
101	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
102	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
103	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
104	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

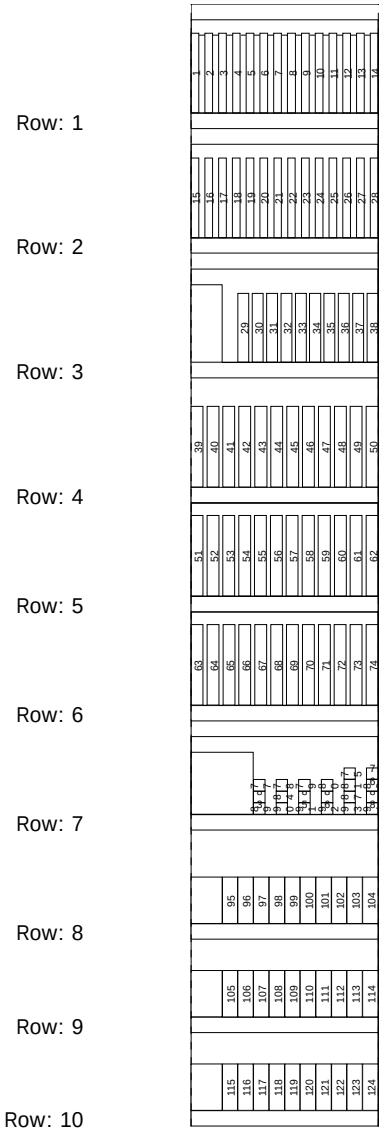


Column: 1 - Row: 9	Lower Notch: 7	Fixture Type: TRAYS	Fixture Description: CS CREAMS 1.2 RENO **
TRAYS Fixture Re-Order Code: PL2000000446		SS Graphic Re-Order Code: PM0000033908	
Graphic Re-Order Code: PM0000033907,PM0000042123		SS Holder Re-Order Code: PM0000027630	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000035352,PM0000035354		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
105	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
106	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
107	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
108	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
109	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
110	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
111	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
112	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
113	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	
114	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	

Column: 1 - Row: 10	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: CS CREAMS 2.2 RENO **
TRAYS Fixture Re-Order Code: PL2000000446		SS Graphic Re-Order Code: PM0000033911	
Graphic Re-Order Code: PM0000033910,PM0000042124		SS Holder Re-Order Code: PM0000027630	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000035353,PM0000035355		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
115	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
116	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
117	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
118	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
119	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
120	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
121	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
122	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
123	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
124	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	



WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK0672UULHNOPDQAA.IS24

Column: 2 - Row: 3 | Lower Notch: 25 | Fixture Type: TRAYS | Fixture Description: COL TAT EYE STIX 1.1 **

TRAYS Fixture Re-Order Code: PL2000000681 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042743 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043760 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
125	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
126	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
127	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
128	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
129	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
130	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
131	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
132	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
133	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
134	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
135	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
136	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
137	1	N/A	041554088199	EYE STIX	I AM RARE	90	
138	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
139	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
140	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 2 - Row: 4 | Lower Notch: 17 | Fixture Type: TRAYS | Fixture Description: EW MONOS 1.1 (2TIER) **

TRAYS Fixture Re-Order Code: PL2000000442 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042121 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028848,PM0000028849 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
141	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
142	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
143	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
144	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
145	1	N/A	041554490756	Expertwear Monos	Linen	20S	
146	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
147	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
148	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
149	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
150	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
151	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
152	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 2 - Row: 6 | Lower Notch: 11 | Fixture Type: TRAYS | Fixture Description: CITY MINI PALETTE 1.2 **

TRAYS Fixture Re-Order Code: PL2000000445 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043762 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
153	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
154	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
155	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
156	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Column: 2 - Row: 7 | Lower Notch: 5 | Fixture Type: TRAYS | Fixture Description: CITY MINI PALETTE 2.2 **

TRAYS Fixture Re-Order Code: PL2000000445 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043763 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
157	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
158	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
159	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
160	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 2 - Row: 8 | Lower Notch: 40 | Fixture Type: TRAYS | Fixture Description: EW QUADS 1.3 **

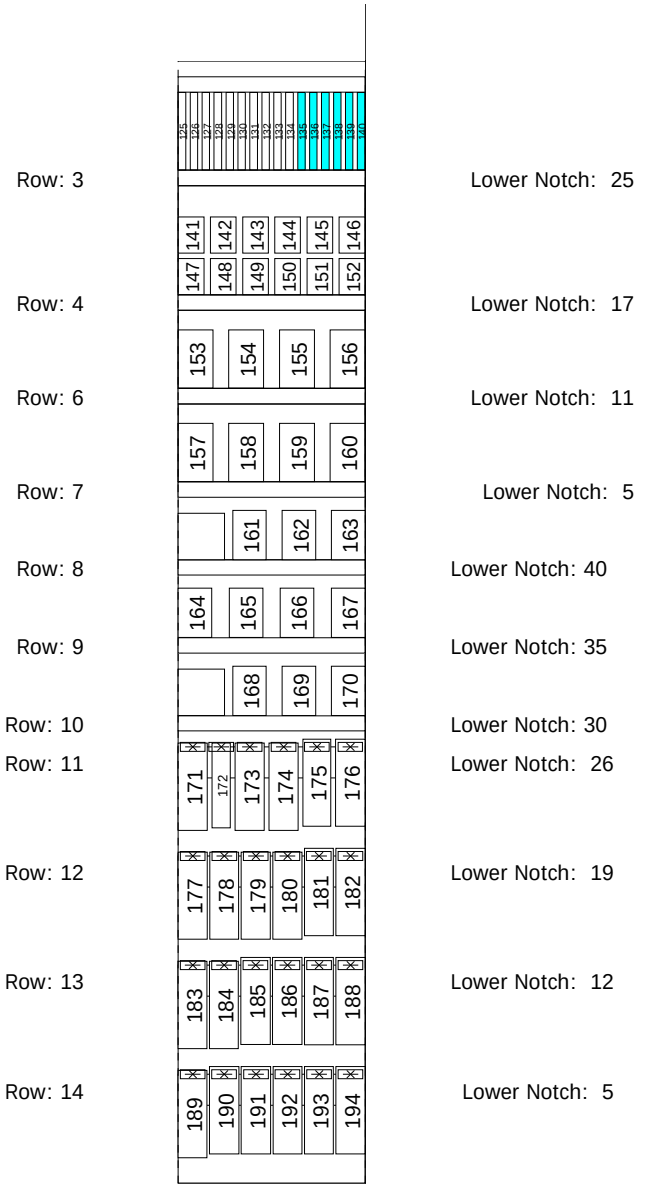
TRAYS Fixture Re-Order Code: PL2000000023 | SS Graphic Re-Order Code: PM0000043899
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042805 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
161	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
162	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
163	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 2 - Row: 9 | Lower Notch: 35 | Fixture Type: TRAYS | Fixture Description: EW QUADS 2.9/8/7/6 **

TRAYS Fixture Re-Order Code: PL2000000023 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042808 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
164	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
165	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	



166	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
167	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 2 - Row: 10 | Lower Notch: 30 | Fixture Type: TRAYS | Fixture Description: EW QUADS 3.3 **

TRAYS Fixture Re-Order Code: PL2000000023 | SS Graphic Re-Order Code: PM0000043900
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042809 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
168	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
169	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
170	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 2 - Row: 11 | Lower Notch: 26 | Fixture Type: HOOK BARS | Fixture Description: 6HK TS BRUSH TIP INK PEN HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042237 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
171	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
172	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
173	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
174	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
175	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
176	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 2 - Row: 12 | Lower Notch: 19 | Fixture Type: HOOK BARS | Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
177	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
178	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
179	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
180	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
181	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
182	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 2 - Row: 13 | Lower Notch: 12 | Fixture Type: HOOK BARS | Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **

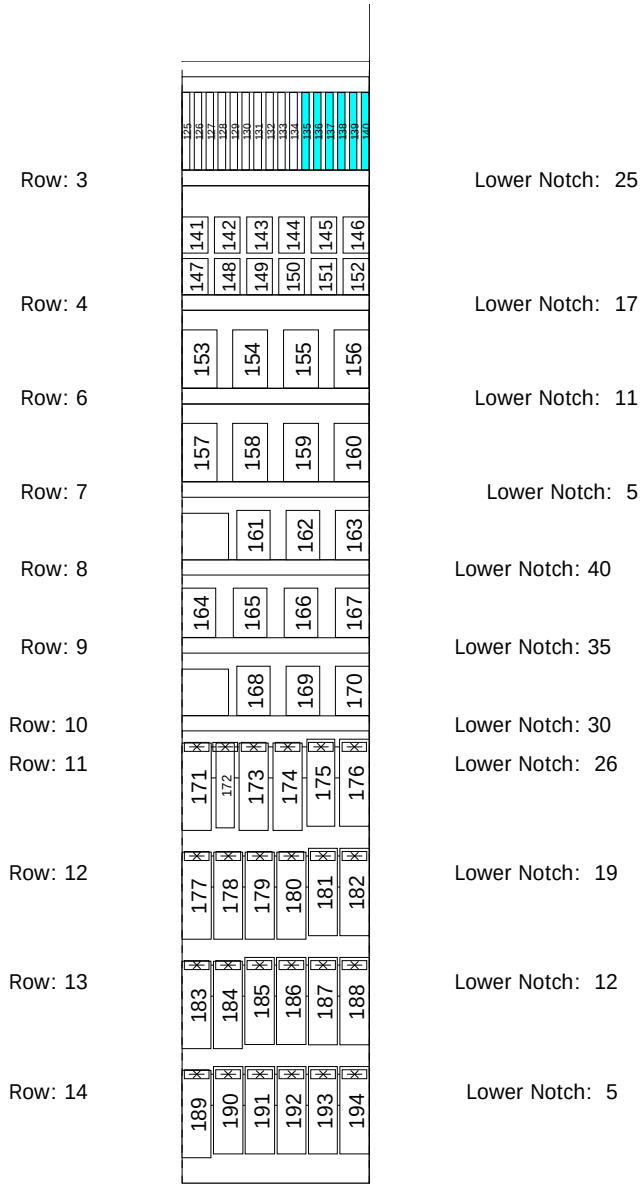
HOOK BARS Fixture Re-Order Code: PL2000000147 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042073 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
183	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
184	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
185	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
186	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
187	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
188	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	

Column: 2 - Row: 14 | Lower Notch: 5 | Fixture Type: HOOK BARS | Fixture Description: 6HK EXPERT EYES TWIN BROW HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042074 | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
189	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
190	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
191	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
192	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
193	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
194	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	



WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK0672UULHNOPDQAA.IS24

Column: 3 - Row: 1	Lower Notch: 25	Fixture Type: HEADER	Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043894		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HEADER Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	

Column: 3 - Row: 1	Lower Notch: 25	Fixture Type: HEADER	Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043894		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HEADER Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	

Column: 3 - Row: 4	Lower Notch: 21	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507	
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
195	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
196	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
197	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
198	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	

Column: 3 - Row: 5	Lower Notch: 14	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507	
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
199	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
200	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
201	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
202	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 3 - Row: 6	Lower Notch: 7	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507	
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
203	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
204	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
205	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
206	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

Column: 3 - Row: 7		Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507	
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452	

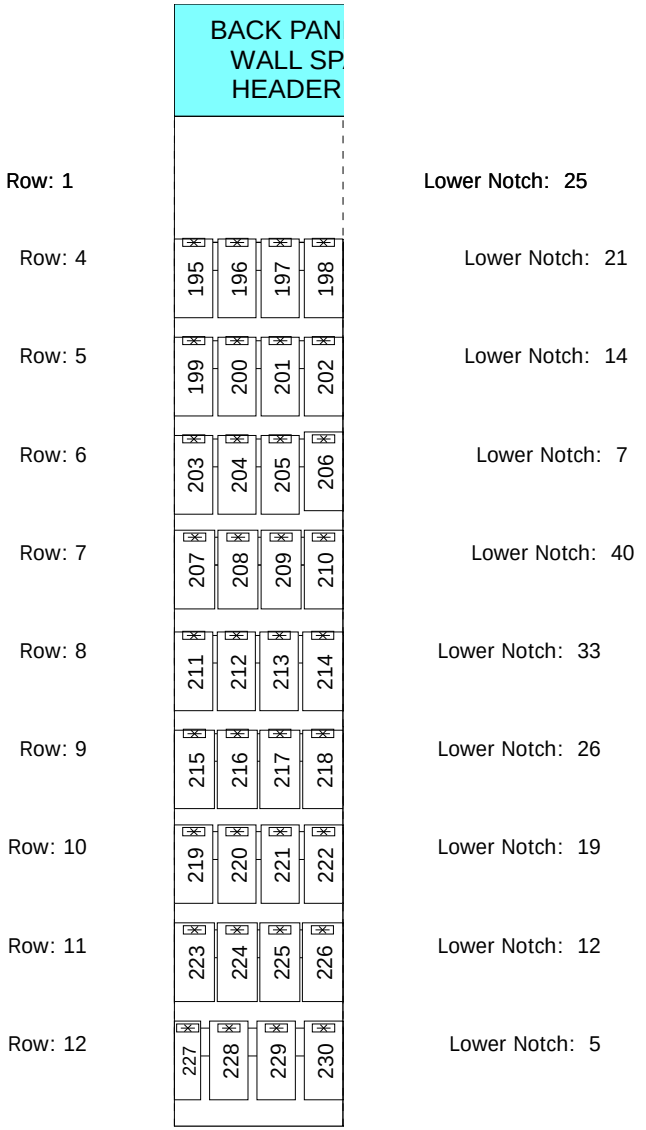
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
207	1	N/A	041554050899	COLOSSAL	Glam Black	00	
208	1	N/A	041554050905	COLOSSAL	Classic Black	01	
209	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
210	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 3 - Row: 8	Lower Notch: 33	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507	
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
211	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
212	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
213	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
214	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	

Column: 3 - Row: 9	Lower Notch: 26	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507	
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
215	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
216	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
217	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
218	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	



Column: 3 - Row: 10 | Lower Notch: 19 | Fixture Type: HOOK BARS | Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507 | SS Graphic Re-Order Code:

Graphic Re-Order Code: | SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: | UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
219	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
220	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
221	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
222	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

Column: 3 - Row: 11 | Lower Notch: 12 | Fixture Type: HOOK BARS | Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507 | SS Graphic Re-Order Code:

Graphic Re-Order Code: | SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: | UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
223	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
224	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
225	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
226	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	

Column: 3 - Row: 12 | Lower Notch: 5 | Fixture Type: HOOK BARS | Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

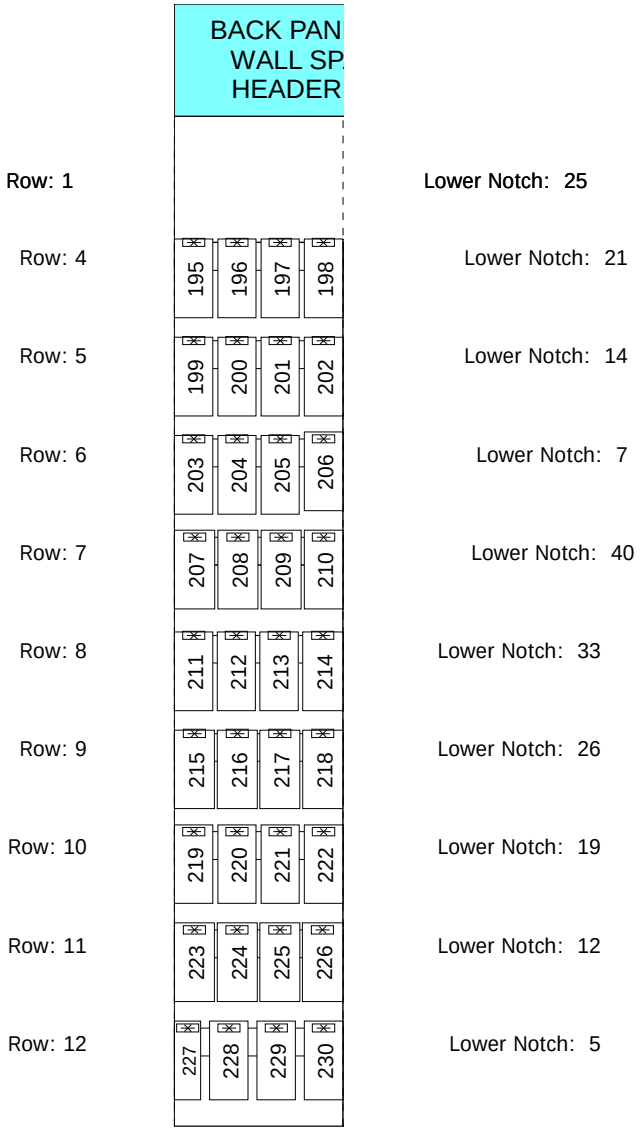
HOOK BARS Fixture Re-Order Code: 041554984507 | SS Graphic Re-Order Code:

Graphic Re-Order Code: | SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: | UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
227	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
228	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
229	1	N/A	041554054156	LASH STILETTO	Very Black	1	
230	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	



WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK0672UULHNOPDQAA.IS24

Column: 3 - Row: 1 Lower Notch: 25 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244
Graphic Re-Order Code: PM0000043894
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HEADER Fixture Rolled-Up Code:
UPC Blade Code:

Column: 3 - Row: 1 Lower Notch: 25 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244
Graphic Re-Order Code: PM0000043894
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HEADER Fixture Rolled-Up Code:
UPC Blade Code:

Column: 4 - Row: 1 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
231	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
232	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
233	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
234	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 4 - Row: 2 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
235	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
236	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
237	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
238	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	

Column: 4 - Row: 3 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
239	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
240	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
241	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
242	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 4 - Row: 4 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554994452

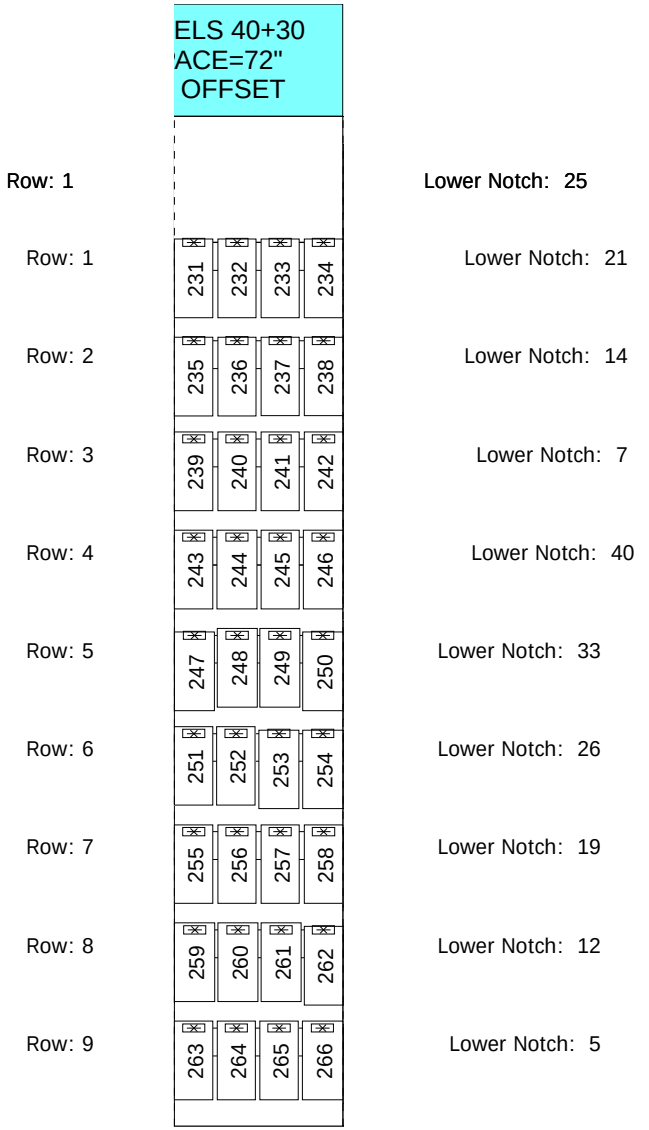
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
243	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
244	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
245	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
246	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	

Column: 4 - Row: 5 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
247	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
248	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
249	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
250	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	

Column: 4 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
251	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
252	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
253	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
254	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	



Column: 4 - Row: 7 | Lower Notch: 19 | Fixture Type: HOOK BARS | Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507 | SS Graphic Re-Order Code:

Graphic Re-Order Code: | SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: | UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
255	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
256	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
257	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
258	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Column: 4 - Row: 8 | Lower Notch: 12 | Fixture Type: HOOK BARS | Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507 | SS Graphic Re-Order Code:

Graphic Re-Order Code: | SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: | UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
259	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
260	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
261	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
262	1	N/A	041554539912	SNPSACARA	Pitch Black	300	

Column: 4 - Row: 9 | Lower Notch: 5 | Fixture Type: HOOK BARS | Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

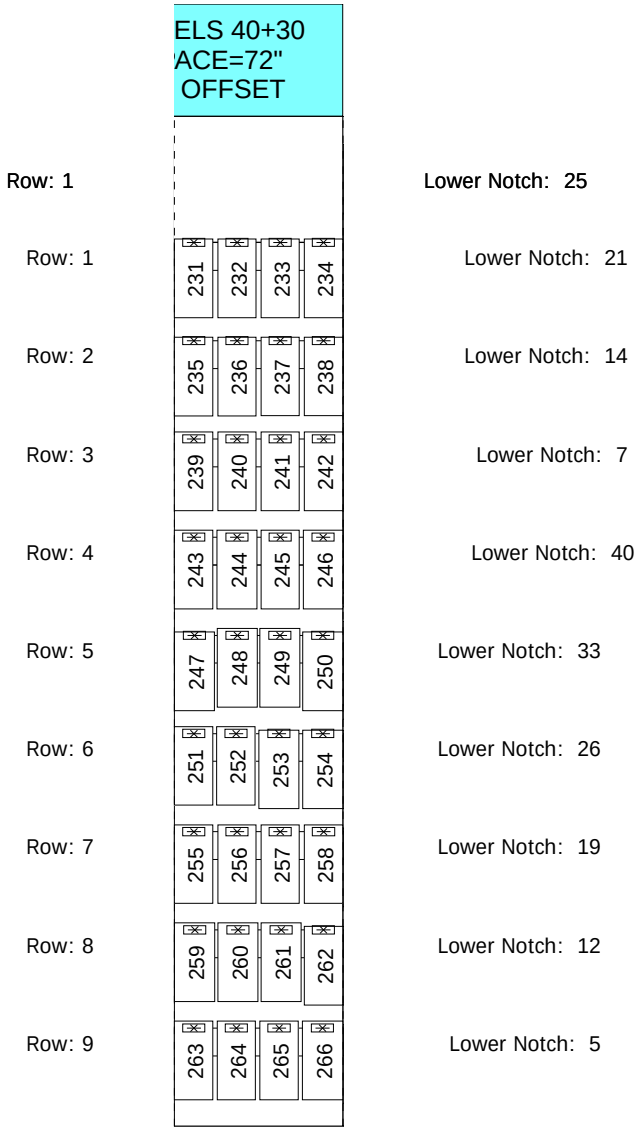
HOOK BARS Fixture Re-Order Code: 041554984507 | SS Graphic Re-Order Code:

Graphic Re-Order Code: | SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: | HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: | UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
263	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	
264	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1	
265	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
266	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	



WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK0672UULHNOPDQAA.IS24

Column: 5 - Row: 2 Lower Notch: 26 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.2 AA **

TRAYS Fixture Re-Order Code: PL2000000439			SS Graphic Re-Order Code:	
Graphic Re-Order Code:			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042948			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
267	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO	380	
268	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
269	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
270	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
271	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
272	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	Mocha	360	
273	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	Latte	358	
274	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	

Column: 5 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.2 AA **

TRAYS Fixture Re-Order Code: PL2000000439			SS Graphic Re-Order Code:	
Graphic Re-Order Code:			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042951			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
275	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
276	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
277	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
278	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
279	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN	312	
280	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
281	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
282	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	

Column: 5 - Row: 4 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 D2L**

TRAYS Fixture Re-Order Code: PL2000000410			SS Graphic Re-Order Code: PM0000042087	
Graphic Re-Order Code: PM0000042120			SS Holder Re-Order Code: PM0000026527	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042999			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
283	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
284	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
285	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
286	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
287	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
288	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
289	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
290	1	N/A	041554247725	FitMe CONCEALER	Med	25	
291	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
292	1	N/A	041554247718	FitMe CONCEALER	Light	15	
293	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
294	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	

Column: 5 - Row: 5 Lower Notch: 5 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.1 AA **

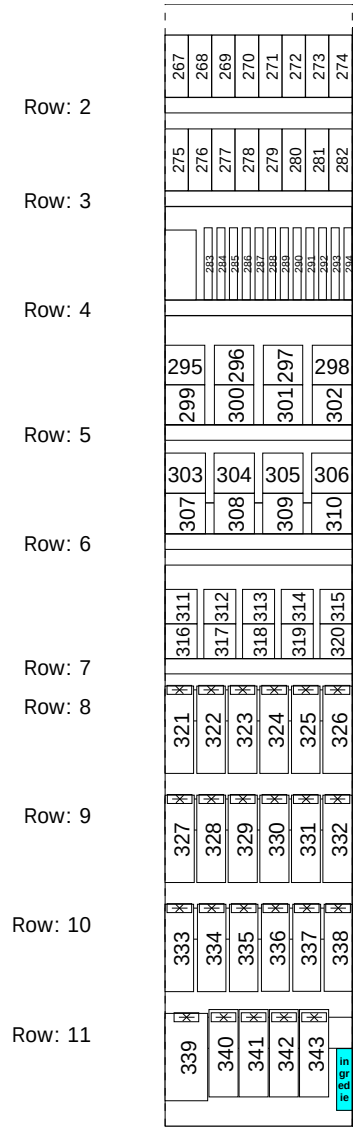
TRAYS Fixture Re-Order Code: PL2000000440			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042092			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000044109,PM0000044262			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
295	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	JAVA	375	
296	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
297	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
298	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
299	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	NATURAL TAN	320	
300	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
301	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
302	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	

Column: 5 - Row: 6 Lower Notch: 38 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 D2L **

TRAYS Fixture Re-Order Code: PL2000000457			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042118			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042885,PM0000042896			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
303	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
304	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
305	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
306	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
307	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
308	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
309	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
310	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	



Column: 5 -	Row: 7	Lower Notch: 30	Fixture Type: TRAYS	Fixture Description: FM BLUSH 1.1 **
TRAYS Fixture Re-Order Code: PL2000000456			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042117			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000028435,PM0000028436			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
311	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
312	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
313	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
314	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
315	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
316	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
317	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
318	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
319	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
320	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 5 -	Row: 8	Lower Notch: 26	Fixture Type: HOOK BARS	Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000147			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042109			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008588	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
321	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
322	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
323	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
324	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
325	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
326	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 5 -	Row: 9	Lower Notch: 19	Fixture Type: HOOK BARS	Fixture Description: 6HK EXPRESS BROW (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042170			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008588	

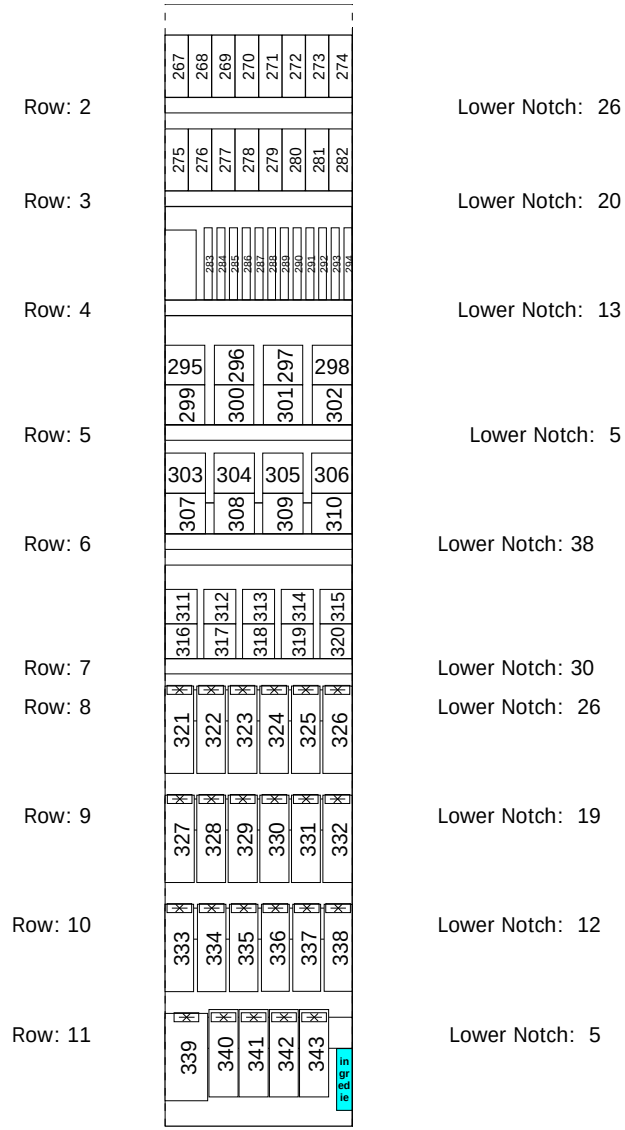
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
327	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
328	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
329	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
330	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
331	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
332	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	

Column: 5 -	Row: 10	Lower Notch: 12	Fixture Type: HOOK BARS	Fixture Description: 6HK TS BROW POMADE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042089			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008588	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
333	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
334	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
335	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
336	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
337	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
338	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 5 -	Row: 11	Lower Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521			SS Graphic Re-Order Code:	
Graphic Re-Order Code:			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code: 041554984521	
Shade Chart Re-Order Code:			UPC Blade Code: 041554994452	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
339	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
340	1	N/A	041554543902	COVER STICK	Deep Beige	4	
341	1	N/A	041554543896	COVER STICK	Medium Beige	3	
342	1	N/A	041554543889	COVER STICK	Light Beige	2	
343	1	N/A	041554543872	COVER STICK	Ivory	1	



WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK0672UULHNOPDQAA.IS24

Column: 6 - Row: 1 Lower Notch: 28 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000153		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043674		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code: PM0000008952	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
344	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
345	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
346	1	N/A	041554074499	IAR Eraser Concealer	147 5	147 5	
347	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
348	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
349	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	

Column: 6 - Row: 2 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000153		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043674		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code: PM0000008952	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
350	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
351	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
352	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
353	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
354	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
355	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 6 - Row: 3 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **

TRAYS Fixture Re-Order Code: PL2000000385		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042093		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000044190		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
356	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
357	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
358	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
359	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
360	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
361	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
362	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
363	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 6 - Row: 4 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.2 AA **

TRAYS Fixture Re-Order Code: PL2000000437		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042164		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042784		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
364	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDATION	JAVA	375	
365	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDATION	Deep Bronze	370	
366	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
367	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
368	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDATION	Cappuccino	340	
369	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDATION	GOLDEN CARAMEL	332	
370	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
371	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	

Column: 6 - Row: 5 Lower Notch: 37 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.2 AA **

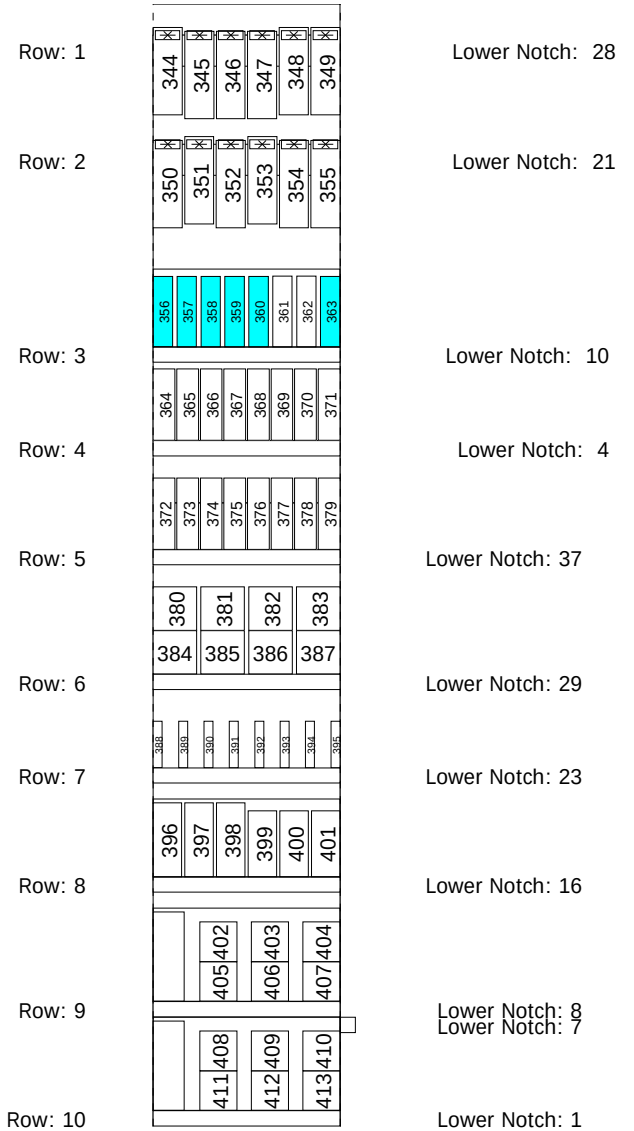
TRAYS Fixture Re-Order Code: PL2000000437		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042164		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042955		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
372	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
373	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
374	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
375	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	
376	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
377	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
378	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
379	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	

Column: 6 - Row: 6 Lower Notch: 29 Fixture Type: TRAYS Fixture Description: SS 24HR PDR 1.1 AA **

TRAYS Fixture Re-Order Code: PL2000000436		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042236		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042956,PM0000042957		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
380	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375	
381	1	N/A	041554081060	SUPER STAY 24HR POWDER	370	370	
382	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
383	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
384	1	N/A	041554081022	SUPER STAY 24HR POWDER	332	332	



385	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	
386	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
387	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	

Column: 6 - Row: 7 | Lower Notch: 23 | Fixture Type: TRAYS | Fixture Description: FM STICK 1.1 D2L **

TRAYS Fixture Re-Order Code: PL2000000383
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042083
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042980
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
388	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
389	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
390	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
391	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
392	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
393	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
394	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
395	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Column: 6 - Row: 8 | Lower Notch: 16 | Fixture Type: TRAYS | Fixture Description: DRM BB CREAMS 1.1 D2L **

TRAYS Fixture Re-Order Code: PL2000000454
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042098
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042979
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
396	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
397	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
398	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
399	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
400	1	N/A	041554349573	DREAM PURE BB	Medium	120	
401	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	

Column: 6 - Row: 9 | Lower Notch: 8 | Fixture Type: TRAYS | Fixture Description: DRM MATTE MOUSSE 1.2 D2L **

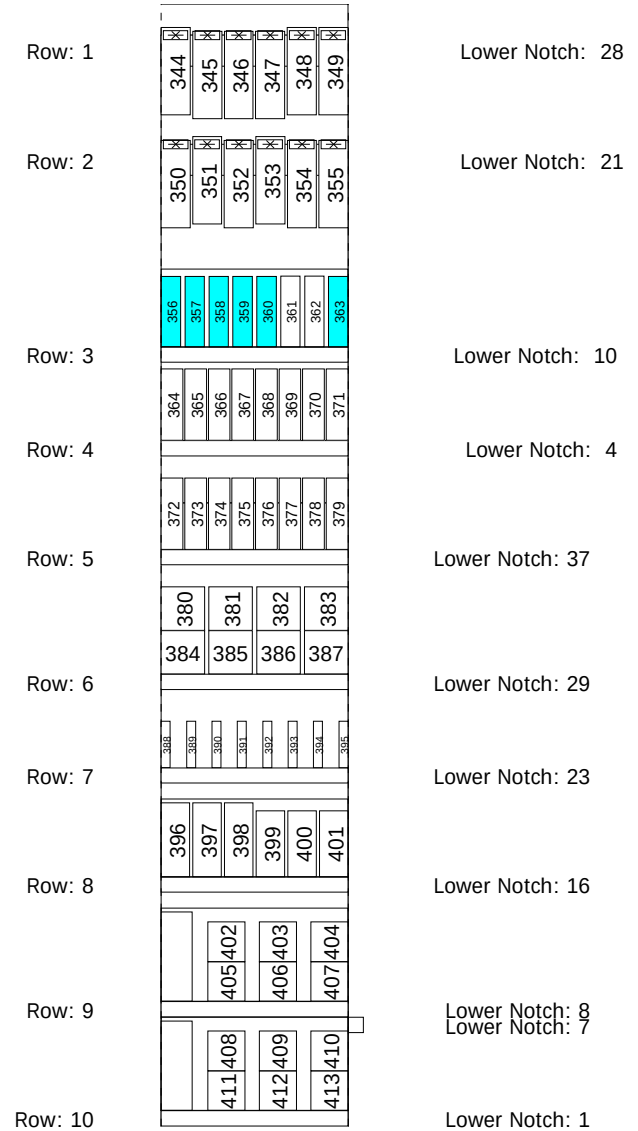
TRAYS Fixture Re-Order Code: PL2000000460
SS Graphic Re-Order Code: PM0000031248
Graphic Re-Order Code: PM0000042100
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043045,PM0000043046
UPC Blade Code:

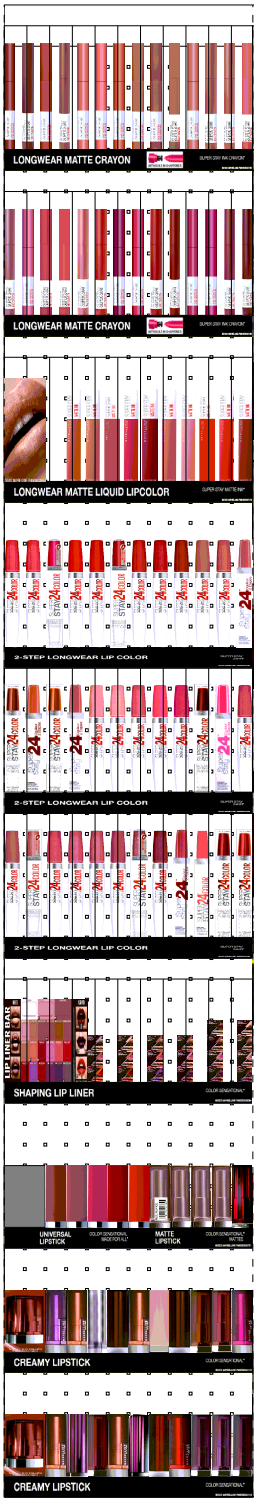
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
402	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
403	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
404	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
405	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
406	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
407	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

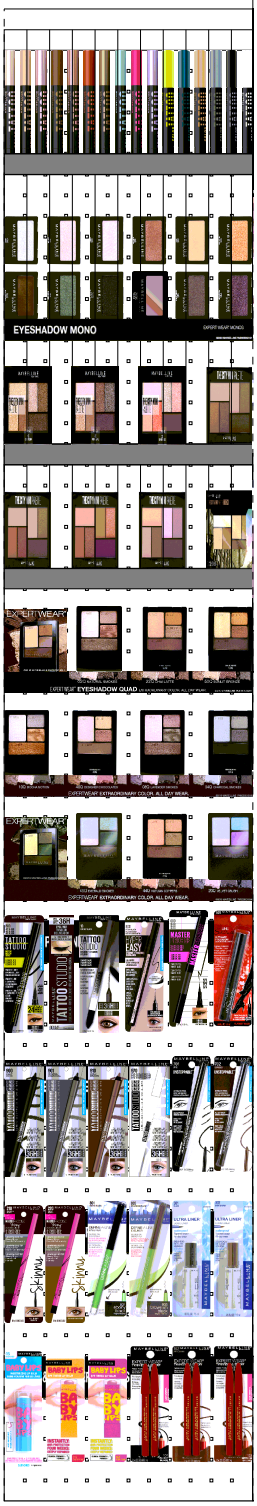
Column: 6 - Row: 10 | Lower Notch: 1 | Fixture Type: TRAYS | Fixture Description: DRM MATTE MOUSSE 2.2 D2L **

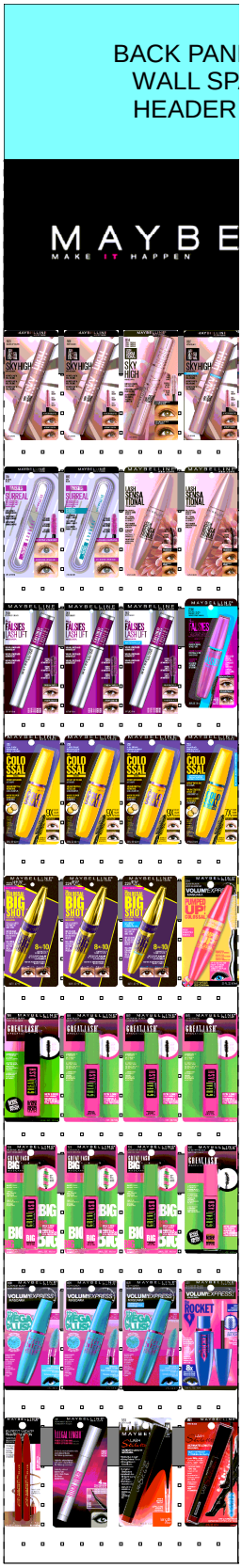
TRAYS Fixture Re-Order Code: PL2000000460
SS Graphic Re-Order Code: PM0000031249
Graphic Re-Order Code: PM0000042100
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043047,PM0000043048
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
408	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
409	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
410	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
411	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
412	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
413	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	



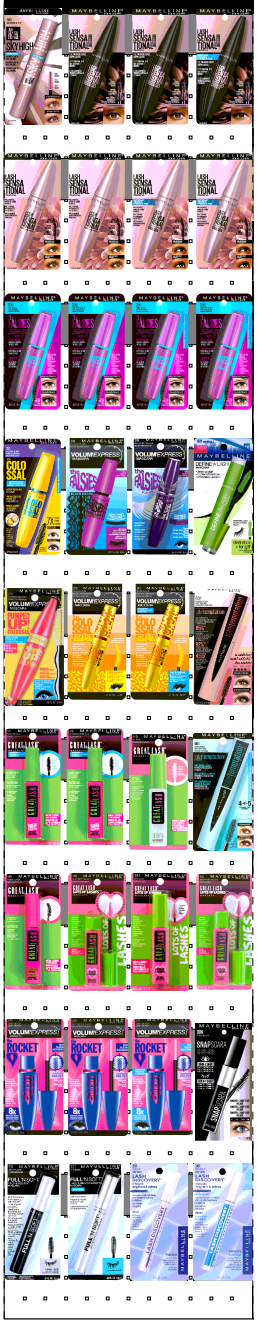

LONGWEAR MATTE CRAYON
LONGWEAR MATTE CRAYON
LONGWEAR MATTE LIQUID LIPCOLOR
2-STEP LONGWEAR LIP COLOR
2-STEP LONGWEAR LIP COLOR
2-STEP LONGWEAR LIP COLOR
LIP LINER BAR
SHAPING LIP LINER
UNIVERSAL LIPSTICK
MATTE LIPSTICK
CREAMY LIPSTICK
CREAMY LIPSTICK

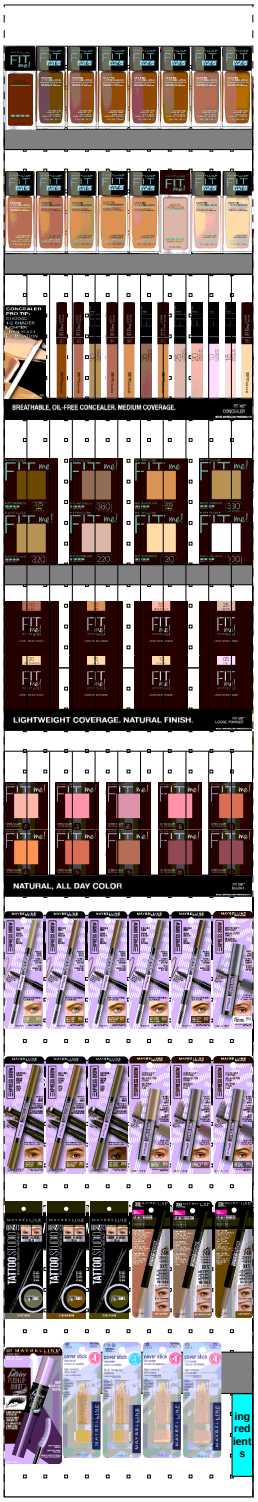

EYESHADOW MONO
EXPERTWEAR
EXPERTWEAR EYESHADOW QUAD
EXPERTWEAR
TATTOO STUDIO
TATTOO STUDIO
EASY
MASTER
MASTER
ULTIMATE
ULTIMATE
ULTIMATE

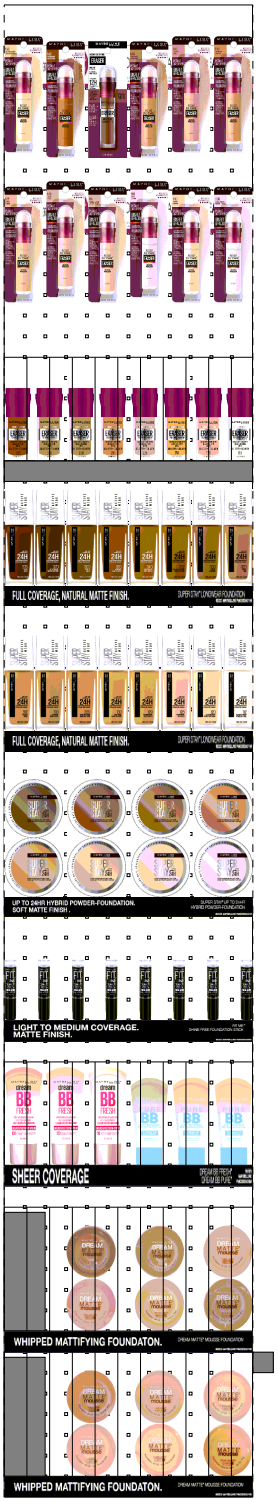

BACK PAN
WALL SP
HEADER
MAYBE
MAKE IT HAPPEN

ELS 40+30
ACE=72"
OFFSET

LLINE
NEW YORK




BREATHABLE, OIL-FREE CONCEALER. MEDIUM COVERAGE.
LIGHTWEIGHT COVERAGE. NATURAL FINISH.
NATURAL, ALL DAY COLOR


FULL COVERAGE, NATURAL MATTE FINISH.
FULL COVERAGE, NATURAL MATTE FINISH.
UP TO 24HR HYBRID POWDER-FOUNDATION.
SOFT MATTE FINISH.
LIGHT TO MEDIUM COVERAGE.
MATTE FINISH.
SHEER COVERAGE
WHIPPED MATTIFYING FOUNDATON.
WHIPPED MATTIFYING FOUNDATON.